

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY CAIRO

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E.O. 11652: N/A

TAGS: BEXP, EG

SUBJECT: TRADE FY 78 PROMOTION SCHEDULE

REF: CAIRO 10286

1. APPRECIATE EMBASSY'S THOUGHTFUL AND THOROUGH REVIEW
OF FY 78 TRADE PROMOTION PROGRAM.

2. RECOMMENDATION IN REFTTEL PARA 3 THAT CAGNE CONSIDER
SPINOFFS FROM FY 78 TEHRAN CENTER SHOWS FOR VISITS TO
EGYPT WILL BE GIVEN FULLEST CONSIDERATION. POST SHOULD
BE AWARE HOWEVER, THAT THIS TYPE OF DUAL EXHIBIT PRESENTS
PROBLEMS OF DIFFERENT MARKET, ADDED COST, DUPLICATE
SHIPMENTS AND FREIGHT THAT ARE DIFFICULT TO OVERCOME.

3. USDOC WILL GIVE ADDED EMPHASIS TO OPPORTUNITIES IN
EGYPT WHEN DISCUSSING IOGA MISSIONS TO THE NEAR EAST WITH
POTENTIAL ORGANIZERS.

4. IN TERMS OF FUTURE PLANNING BELIEVE CONSIDERATION
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SHOULD BE GIVEN TO ESTABLISHMENT OF PERMANENT TRADE

PROMOTION FACILITY TO SERVE BOTH GROWING EGYPTIAN MARKET
AND SURROUNDING ARAB MARKETS. GIVEN LENGTHY BUDGETING
LEAD TIME REQUIREMENTS ANY SUCH PROPOSAL WOULD HAVE TO BE

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TARGETED FOR FY 79 BUDGET WITH VIEW TO COMMENCING
OPERATIONS IN 1981. EMBASSY'S COMMENTS IN REFTEL RE-
GARDING EVALUATION OF EGYPT AS IMPORTANT COMMERCIAL
MARKET, BOTH FOR REGIONAL AND DOMESTIC PURCHASING, IMPL
EXPECTED SUPPORT FOR MORE INTENSIVE TRADE PROMOTION
ACTIVITIES THAN LIKELY POSSIBLE WITHOUT SOME INCOUNTRY
SUPPORT FACILITIES. USDOC EXPERIENCE IS THAT TRADE
CENTER CONCEPT OFFERS THE MOST EFFICIENT AND SUSTAINED
TECHNIQUE AVAILABLE TO MATCH THESE CONDITIONS. WE FEEL
IT APPROPRIATE, THEREFORE, TO REQUEST EMBASSY CAREFULLY
REVIEW TRADE CENTER CONCEPT FOR EGYPT AT THIS TIME.

5. PROSPECTS PARTICIPATING CAIRO FAIR SUBJECT SEPTTEL
CURRENTLY UNDER PREPARATION. ' HABIB

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